



Client Success Manager

at Bandwango

Murray, UT

Client Success Manager

The Client Success Manager is responsible for delivering customer success and growth for new and current clients through the development of curated in-destination experiences and destination financial milestones. This position will offer the right person a great opportunity to work directly with Bandwango's DMO clients and related partners through the strategic process of planning, coordinating, launching, managing and maximizing usage of Bandwango's Destination Experience Engine (DXE) software technology. Bandwango is looking for candidates with extensive digital marketing expertise, strategic planning experience, and success in the tourism industry to apply to clients' usage of DXE to increase platform success.

With new clients, the Client Success Manager will lead an initial strategic planning call in order to educate the customer on the Bandwango platform, discuss how the customer plans to utilize DXE, define the configuration details, and outline a plan for success. The Client Success Manager would be responsible for formalizing this information, gaining customer approval and facilitating a seamless transition of this information and the client to the Merchant Services team for implementation.

Once a client is live on the Bandwango DXE platform, the Client Success Manager will develop strategies and provide support to clients with the goal of increasing the potency of the Bandwango platform within their organization - including identifying new ways clients can use the platform as well as increasing distribution numbers of existing programs already in market.

Key Responsibilities

Reporting to the Director of Client Success, the Client Success Manager is responsible for the following critical tasks:

- Operate as the lead point of contact for up to 30 Destination Marketing Organization ("DMO") clients on behalf of Bandwango which may also include the merchants in the DMO's market
- Understand destination marketing trends and insights in order to drive the evolution of Bandwango DXE as an industry leading solution
- Discuss and document a strategic approach with new clients in order to maximize the utilization of the Bandwango platform - taking into account client KPIs, organizational goals, data goals, and a DMO's long term vision
- Develop financial models for paid pass initiatives that accomplish the goals of the DMO and their merchant partners



- Meet with client DMOs on a consistent basis to keep them on track with their distribution goals and those goals set forth by Bandwango, which includes, but is not limited to:
 - Working with current DMOs and the Director of Marketing Operations to optimize pass sales & distributions
 - Envisioning new passes with current DMOs
- Forecast, track and communicate value to clients through insights deduced from data
- Recommend opportunities that will lead to increases in customer success and revenue
- Oversee customer account management including up-selling new features and services in current client contracts
- Ensure the timely and successful delivery of Bandwango solutions according to client needs and objectives
- Clearly communicate client progress to internal and external stakeholders
- Develop and oversee customer retention in order to maintain an industry best renewal rate
- Develop and present customer success use cases in educational sessions and other opportunities at industry events.

Requirements

- Demonstrable achievement for or on behalf of a Destination Marketing Organization
- 3+ years of experience working for or with Destination Marketing Organizations
- Excellent customer service & communication skills
- Experience with Google Analytics & Google Tag Manager
- Experience with CRM, data extraction, CMS and data implementation/manipulation
- 10-15% travel (conferences, trade shows, client meetings), expected to work in Salt Lake City office periodically
- CDME (Certified Destination Management Executive) certification a bonus (not required)

To apply for this position, please email your cover letter and resume to Ashley McKenney, Director of Client Success, at ashley@bandwango.com.